

Appln. No. 09/472,666  
Amendment dated November 6, 2006  
Reply to Office Action mailed December 6, 2005

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Attorney's Docket No. 25-0095/30029  
Client's Docket No. P1485US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No. 09/472,666 )  
First Named Applicant: KEITH C. THOMAS )  
Filed: 12/27/1999 )  
For: METHOD AND MEDIA FOR VIRTUAL )  
PRODUCT PLACEMENT )

TC/A.U.: 3622 )  
Examiner: Raquel ALVAREZ )  
Attorney: Jeffrey A. Proehl )

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Arlington, VA 22313-1450

AMENDMENT ACCOMPANYING REQUEST FOR CONTINUED  
EXAMINATION

Sir:

In response to the final Office Action mailed December 6, 2005, the response to the decision on the "Pre-Appeal Brief Request for Appeal" mailed October 4, 2006, and in connection with the Request for Continued Examination filed herewith, applicant hereby requests the entry of the following amendment to the application:

**Amendments to the Specification:** None.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Amendments to the Drawings:** None.

**Remarks/Arguments** begin on page 12 of this paper.